

FIG. 1

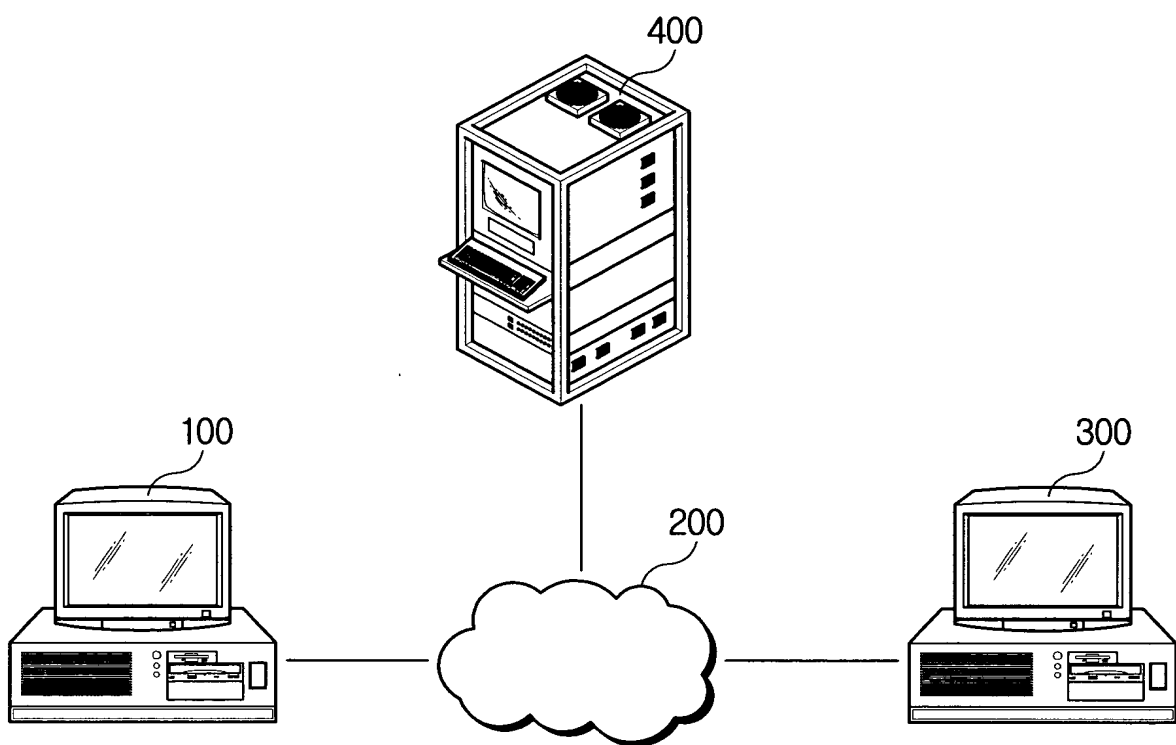


FIG. 2

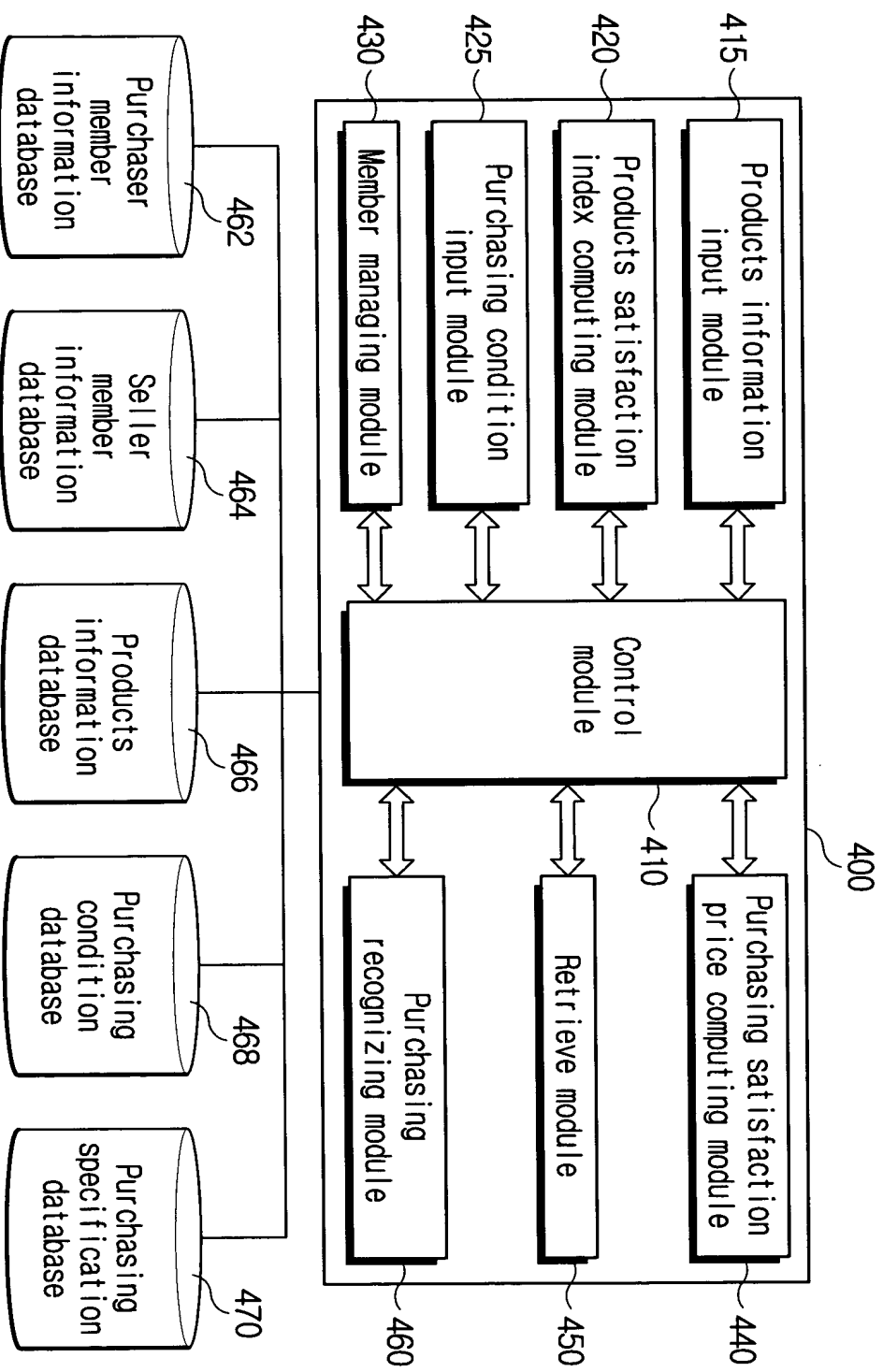


FIG. 3

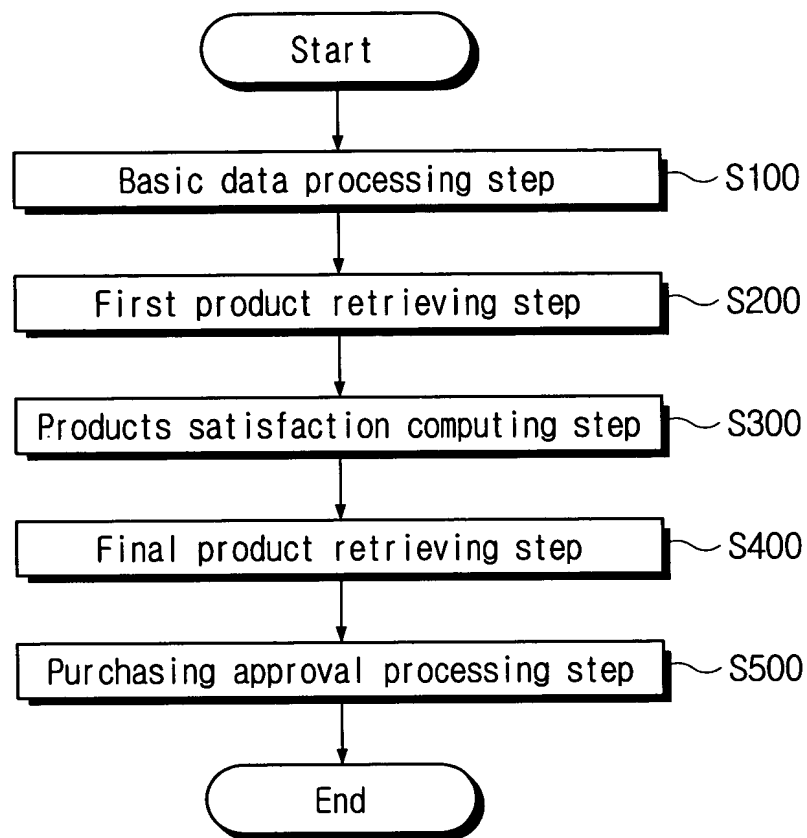


FIG. 4

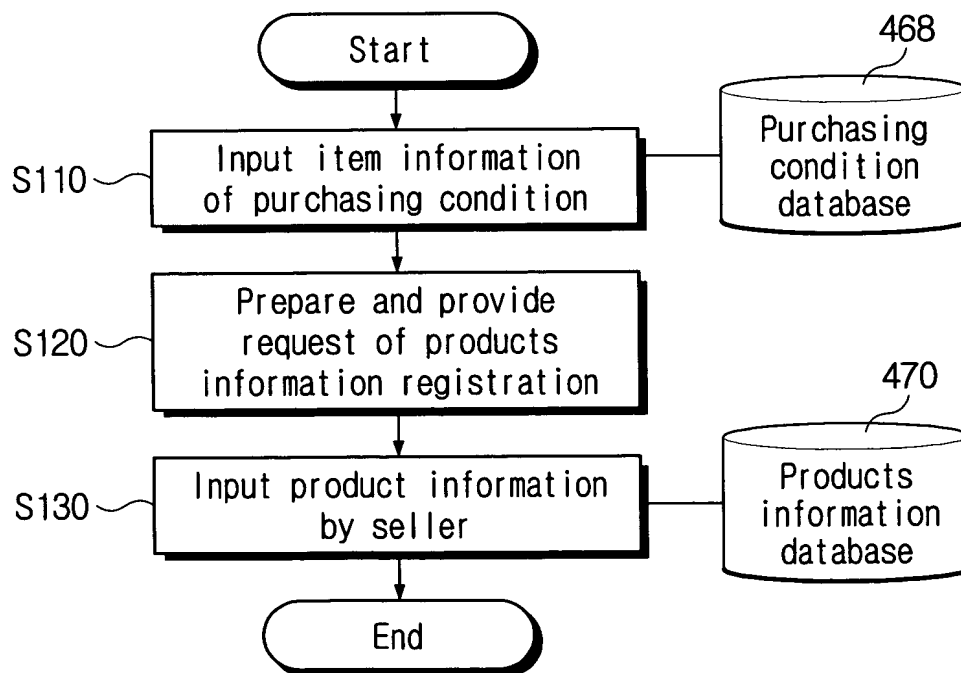


FIG. 5

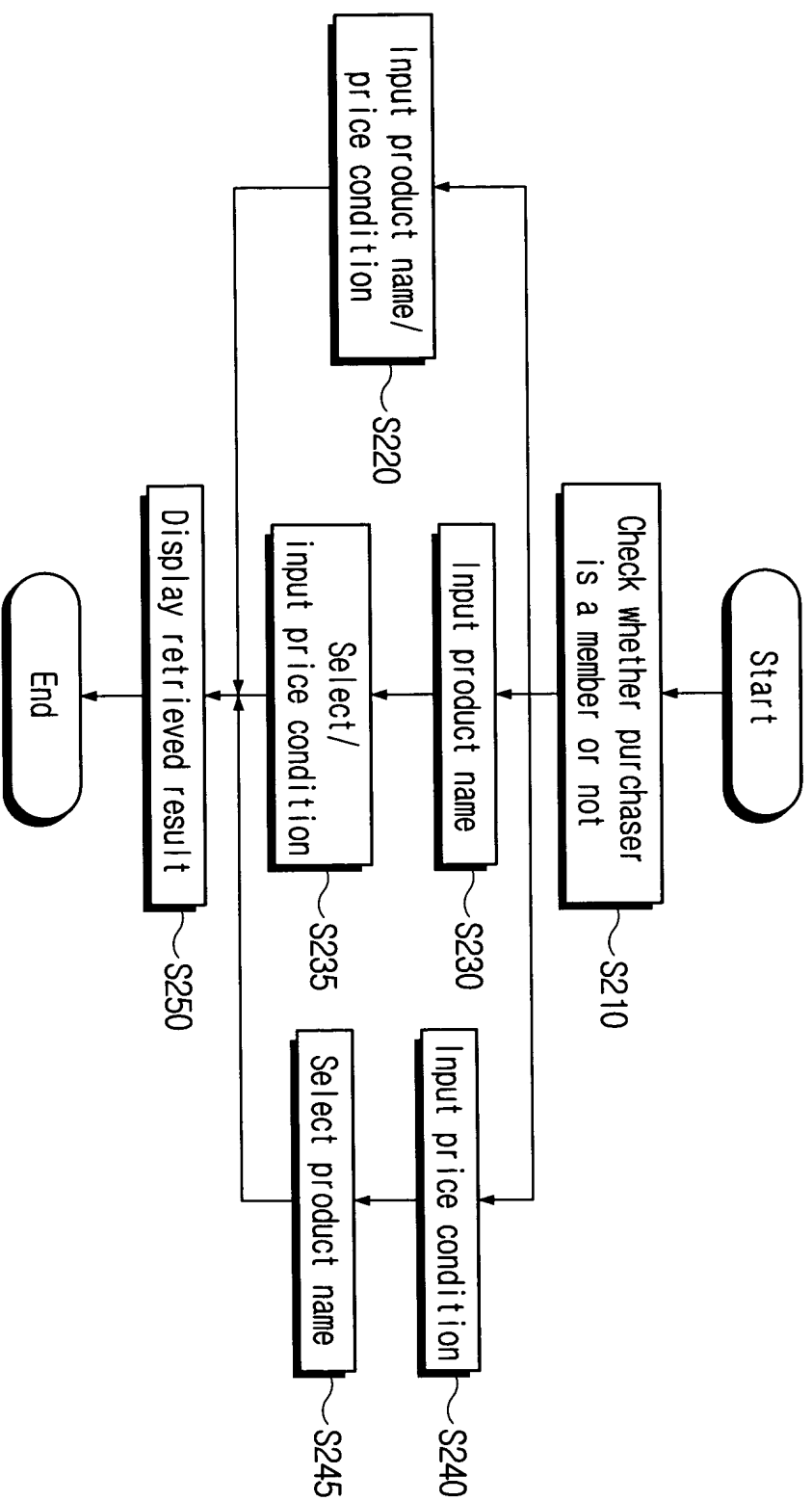


FIG. 6

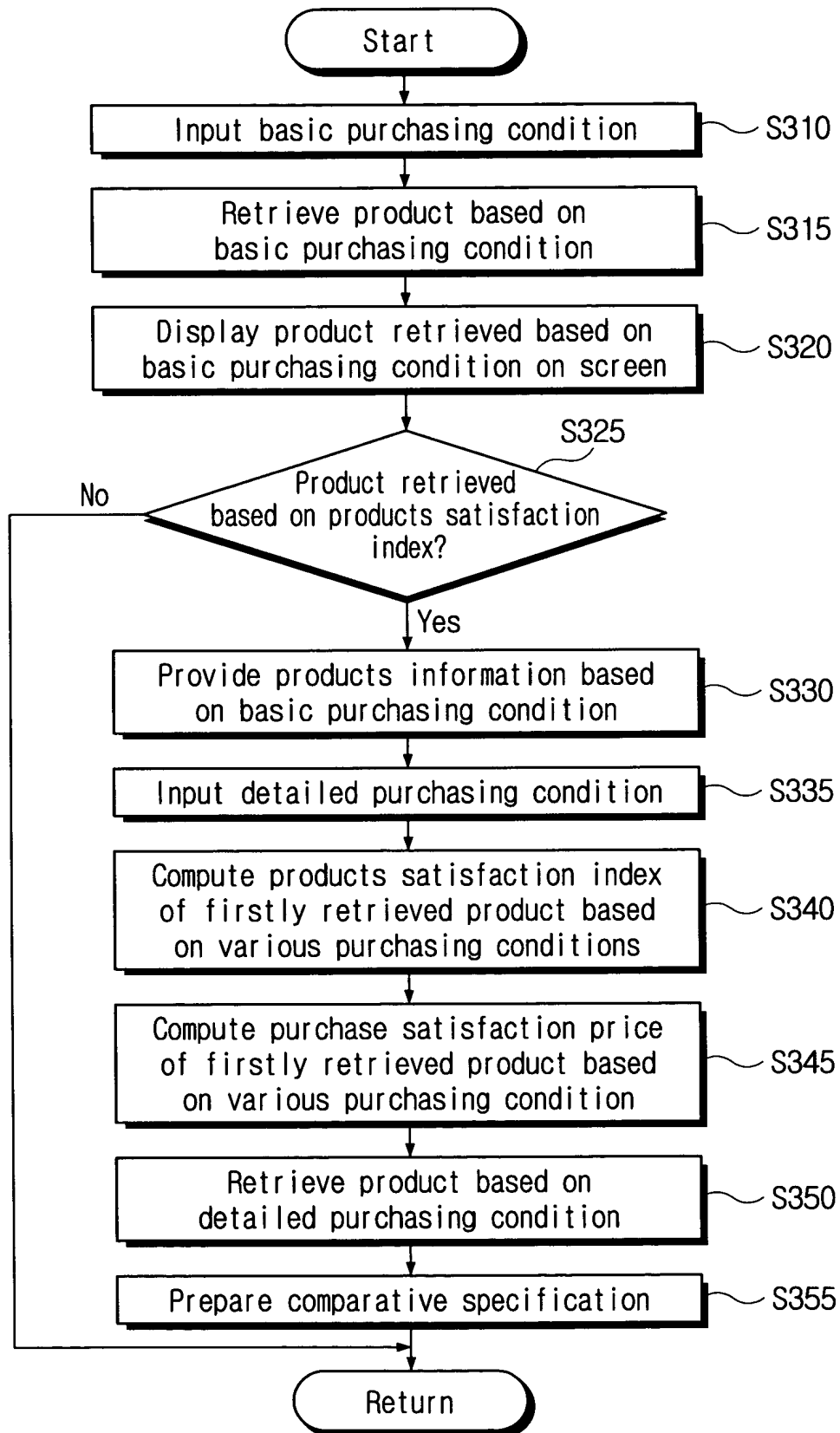


FIG. 7

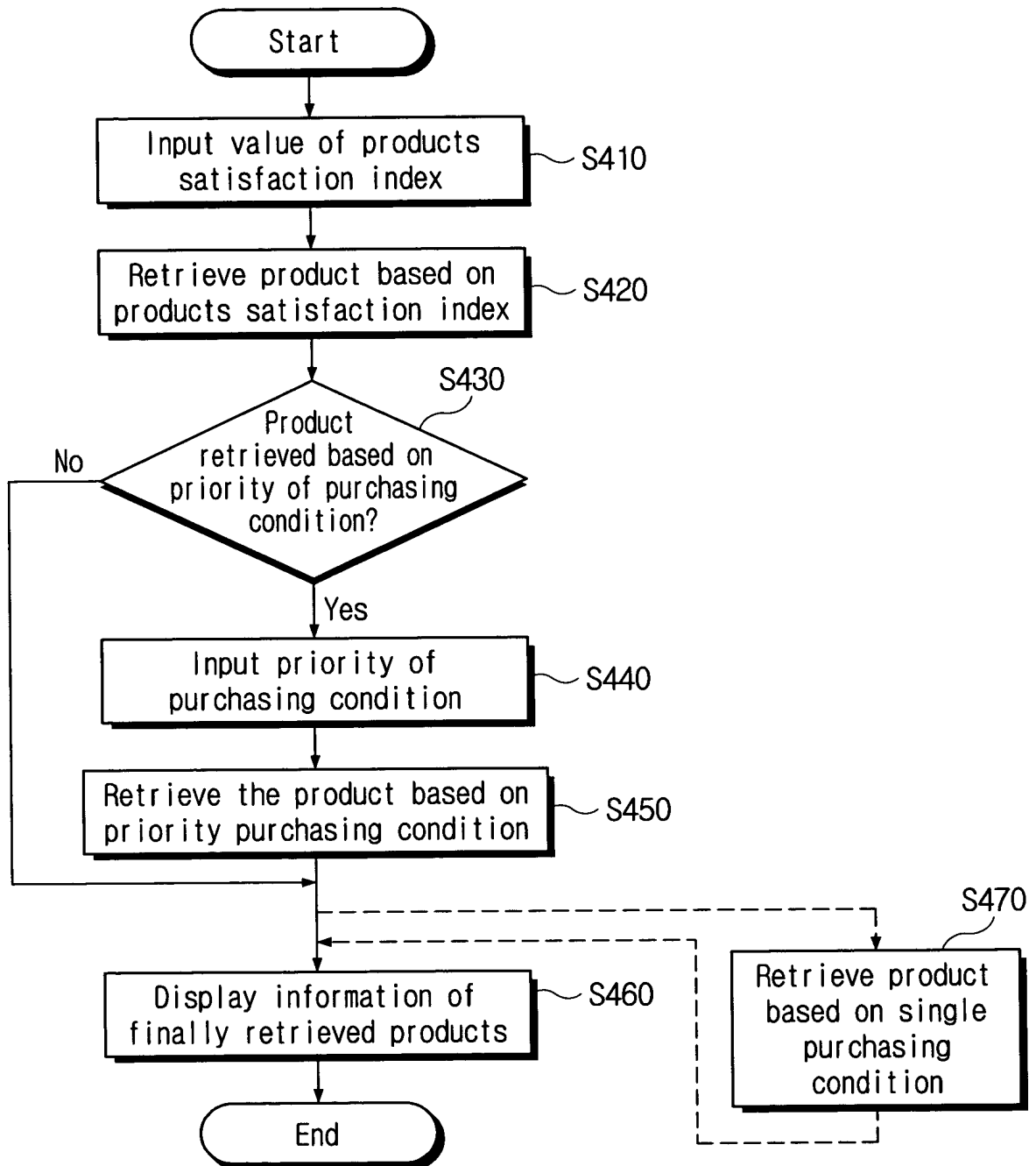


FIG. 8

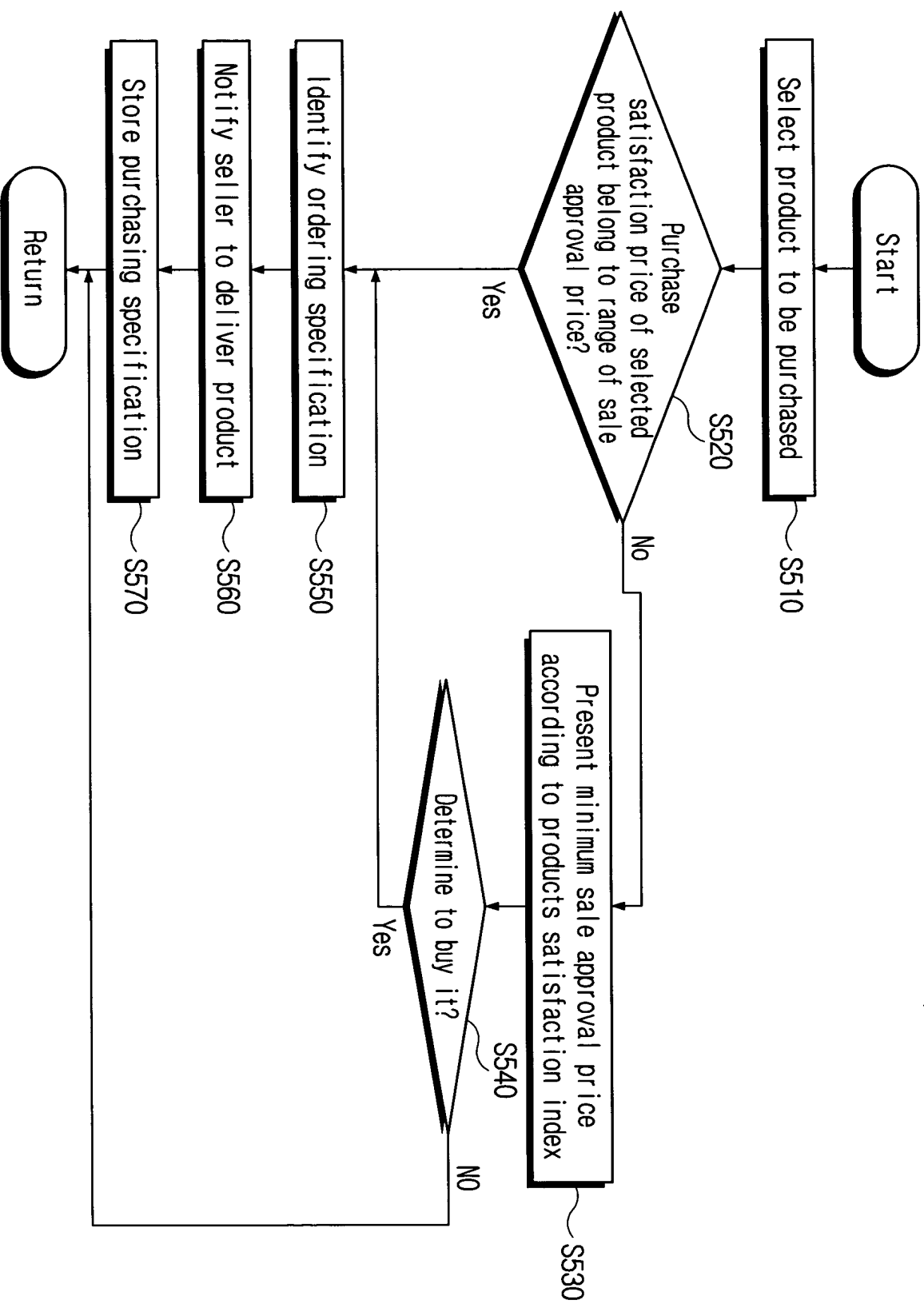


FIG. 9

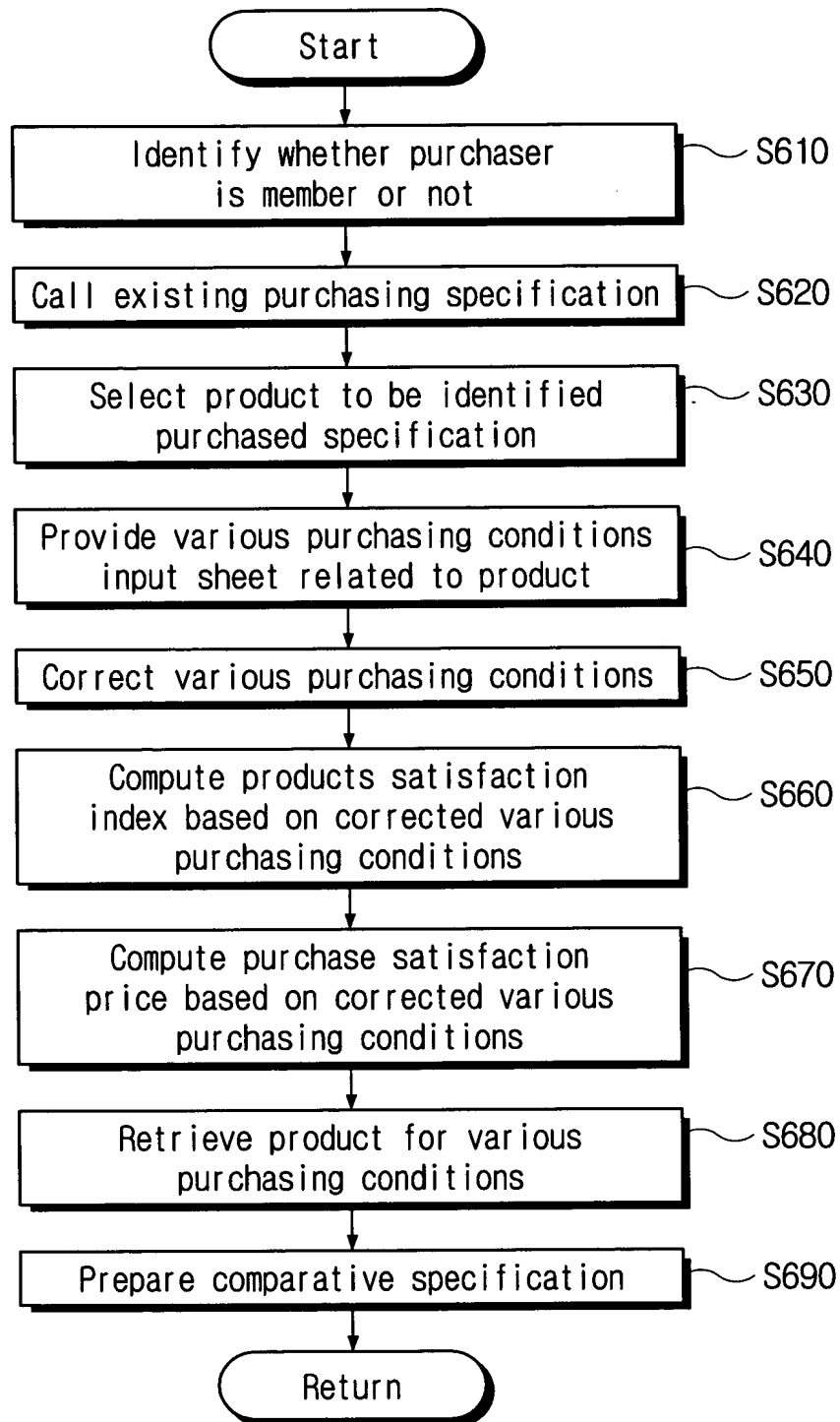


FIG. 10

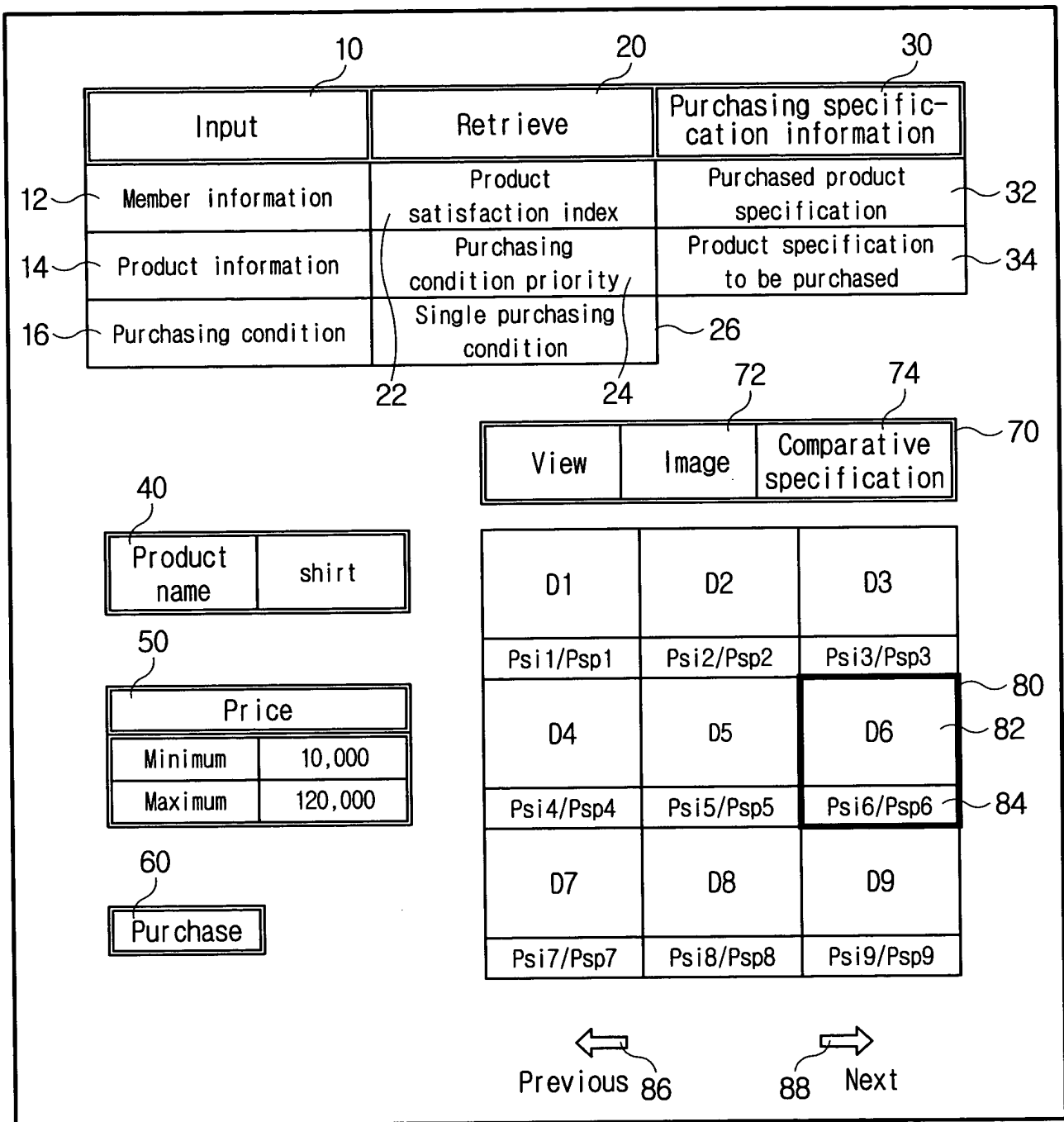


FIG. 11A

Request of product information registration												
Purchaser ID	kmix	(display as up to eight characters except special character)										
Product name	shirt	brand		KJS								
Model No	C5896	quantity of sales		10	suit							
Product image	file name of image	C:\data\shirts.jpg										
Selling price	53,000	won										
Sales approvable price according to products satisfaction index	input in table 1											
size												
Product set	yes ^⓪ no ^⓪ no relation ^⓪											
Construction of set	products of same kind ^⓪ suit ^⓪ trousers ^⓪ skirt ^⓪ jumper ^⓪ jacket ^⓪ overcoat ^⓪ cardigan ^⓪ vest ^⓪ knit ^⓪ tie ^⓪ the others ^⓪ no relation ^⓪											
Sex of user	male ^⓪ female ^⓪ ambisex ^⓪	age of user		18	to	50	years old					
marriage of user	unmarried ^⓪ married ^⓪ no relation ^⓪											
body type of use	big and plump ^⓪ big and lean ^⓪ small and plump ^⓪ small and lean ^⓪ no relation ^⓪											
occupation of user	student ^⓪ employee ^⓪ housewife ^⓪ ...the others ^⓪											
usage	business ^⓪ sports/leisure ^⓪ ordinary dress ^⓪ travel ^⓪ party ^⓪ condolence ^⓪ the others ^⓪ no relation ^⓪											
origin	domestic production ^⓪ foreign production ^⓪ no relation ^⓪											
brand perception	high ^⓪ normal ^⓪ low ^⓪ no relation ^⓪											
kind of production	self-production ^⓪ custom production(domestic) ^⓪ custom production(foreign) ^⓪ the others ^⓪ no relation ^⓪											
producing method	handmade ^⓪ automatic production ^⓪ combined product ^⓪ the others ^⓪ no relation ^⓪											
using season	all the year round ^⓪ spring ^⓪ summer ^⓪ autumn ^⓪ winter ^⓪ spring/summer ^⓪ spring/autumn ^⓪ spring/winter ^⓪ summer/autumn ^⓪ summer/winter ^⓪ autumn/winter ^⓪ the others ^⓪ no relation ^⓪											
year of production	up-to-date ^⓪ less than 3 months ^⓪ less than 6 months ^⓪ less than one year ^⓪ more than one year ^⓪ the others ^⓪ no relation ^⓪											
product material	wool ^⓪ cotton ^⓪ flax ^⓪ silk ^⓪ leather ^⓪ mixed spinning ^⓪ velvet ^⓪ corduroy denim(jean) ^⓪ chemical fiber ^⓪ rayon ^⓪ the others ^⓪ no relation ^⓪											
color	yes ^⓪ no ^⓪ no relation ^⓪											
hue	white series ^⓪ beige series ^⓪ yellow series ^⓪ red series ^⓪ green series ^⓪ blue series ^⓪ violet series ^⓪ brown series ^⓪ gray series ^⓪ black series ^⓪ mixed ^⓪ the others ^⓪ no relation ^⓪											
brightness	bright ^⓪ average ^⓪ dark ^⓪ no relation ^⓪											
chroma	thin ^⓪ average ^⓪ deep ^⓪ no relation ^⓪											
design	no? check ^⓪ stripe ^⓪ spot/drop ^⓪ the others ^⓪ no relation ^⓪											
shape of neck	round ^⓪ normal ^⓪ V shape ^⓪ long neck ^⓪ the others ^⓪ no relation ^⓪											
style of sleeve	sleeveless ^⓪ half sleeve ^⓪ long sleeve ^⓪ no relation ^⓪											
waist line	yes ^⓪ no ^⓪ no relation ^⓪											
pleats	yes ^⓪ no ^⓪ no relation ^⓪											
pocket	yes ^⓪ no ^⓪ no relation ^⓪											
wrinkle-free	good ^⓪ normal ^⓪ bad ^⓪ no relation ^⓪											
sweat absorption	good ^⓪ normal ^⓪ bad ^⓪ no relation ^⓪											
settlement method	credit card ^⓪ electronic money ^⓪ on-line depositing ^⓪ the others ^⓪ everything ^⓪ no relation ^⓪											
delivery date	prompt ^⓪ one or two days ^⓪ three or four days ^⓪ more than 5 days ^⓪ the others ^⓪ no relation ^⓪											
delivery region	Seoul ^⓪ Kyung-gi ^⓪ Kang-won ^⓪ ...nationwide ^⓪											
life	5	year	term of guaranty	1	year	closing time of purchase	2001	year	01	month	31	day
predominant item	quality ^⓪ design ^⓪ price ^⓪ function/effect ^⓪ brand ^⓪ the others ^⓪											
other product description	input special items for custom satisfaction											
registration data of product	2001	year	12	month	14	day						

Register

Correct

Cancel

FIG. 11B

Products satisfaction index	reducing rate	Minimum sale allowance price
96-100	4.0%	50,880
91-95	4.5%	50,615
86-90	5.0%	50,350
81-85	5.5%	50,085
76-80	6.0%	49,820
71-75	6.5%	49,555
up to 70	7.0%	49,290

FIG. 12A

Basic purchasing condition input sheet			
Product name	<input type="text" value="shirt"/>		
set	no want [⊙] want [⊙] no relation [⊙]		
price range	<input type="text" value="40,000"/> won from	<input type="text" value="60,000"/> won to	
quantity of purchase	<input type="text" value="1"/> suit		
user	the subject [⊙] the others [⊙] no relation [⊙]		
sex of user	male [⊙] female [⊙] ambisextrous [⊙]	age of user	<input type="text" value="20"/> to <input type="text" value="25"/> years old
marriage of user	unmarried [⊙] married [⊙] no relation [⊙]		
body type of use	big and plump [⊙] big and lean [⊙] small and plump [⊙] small and lean [⊙] no relation [⊙]		
occupation of user	student [⊙] employee [⊙] housewife [⊙]the others [⊙]		
usage	business [⊙] sports/leisure [⊙] ordinary dress [⊙] travel [⊙] party [⊙] condolence [⊙] the others [⊙] no relation [⊙]		
predominant item	quality [⊙] design [⊙] price [⊙] function/effect [⊙] brand [⊙] the others [⊙] no relation [⊙]		

FIG. 12B

products information	
hue	beige, red, green, gray
brightness	bright
chroma	thin
design	no, stripe
shape of neck	V shape
purchasing condition	<input type="text" value="want"/> <input type="text" value="no want"/>

FIG. 12C

Detailed purchasing conditions input sheet	
origin	domestic production◎ foreign production◎ no relation◎
brand perception	high◎ normal◎ low◎ no relation◎
kind of production	self-production◎ custom production(domestic)◎ custom production(foreign)◎ the others no relation◎
producing method	handmade◎ automatic production◎ combined product◎ the others◎ no relation◎
Construction of set	products of same kind◎ suit◎ trousers◎ skirt◎ jumper◎ jacket◎ overcoat◎ cardigan◎ vest◎ knit◎ tie◎ the others◎ no relation◎
using season	all the year round◎ spring◎ summer◎ autumn◎ winter◎ spring/summer◎ spring/autumn◎ spring/winter◎ summer/autumn◎ summer/winter◎ autumn/winter◎ the others◎ no relation◎
year of production	up-to-date◎ less than 3 months◎ less than 6 months◎ less than one year◎ more than one year◎ the others◎ no relation◎
product material	wool◎ cotton◎ flax◎ silk◎ leather◎ mixed spinning◎ velvet◎ corduroy denim(jean)◎ chemical fiber◎ rayon◎ the others◎ no relation◎
color	yes◎ no◎ no relation◎
hue	white series◎ beige series◎ yellow series◎ red series◎ green series◎ blue series◎ violet series◎ brown series◎ gray series◎ black series◎ mixed◎ the others◎ no relation◎
brightness	bright◎ average◎ dark◎ no relation◎
chroma	thin◎ average◎ deep◎ no relation◎
design	no◎ check◎ stripe◎ spot/drop◎ the others◎ no relation◎
shape of neck	round◎ normal◎ V shape◎ long neck◎ the others◎ no relation◎
style of sleeve	sleeveless◎ half sleeve◎ long sleeve◎ no relation◎
waist line	yes◎ no◎ no relation◎
pleats	yes◎ no◎ no relation◎
pocket	yes◎ no◎ no relation◎
wrinkle-free	good◎ normal◎ bad◎ no relation◎
sweat absorption	good◎ normal◎ bad◎ no relation◎
settlement method	credit card◎ electronic money◎ on-line depositing◎ the others◎ everything◎ no relation◎
delivery date	prompt◎ one or two days◎ three or four days◎ more than 5 days the others◎ no relation◎
delivery region	Seoul◎ Kyung-gi◎ Kang-won◎nationwide◎

confirm

Correct

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FIG. 13

No.	purchasing condition items	Product selection criteria/predominant item				
		quality	design	price	function/effect	brand
1	set			0	0	
2	price	0	0	0	0	0
3	sex of user		0		0	
4	age of user(class)		0		0	
5	marriage of user		0	0		0
6	body type of user		0		0	
7	occupation of user		0	0	0	0
8	usage		0	0	0	
9	origin	0				0
10	brand perception			0		0
11	kind of production			0		0
12	producing method		0	0		0
13	construction of set			0	0	
14	using season		0		0	
15	year of production		0	0		
16	product material	0		0	0	
17	color		0			
18	hue		0			
19	brightness		0			
20	chroma		0			
21	design		0			
22	shape of neck		0		0	
23	style of sleeve		0		0	
24	waist line		0		0	
25	pleats		0			
26	pocket		0		0	
27	wrinkle-free	0			0	
28	sweat absorption	0			0	
29	settlement method			0		
30	delivery date			0		
31	delivery region			0		

FIG. 14A

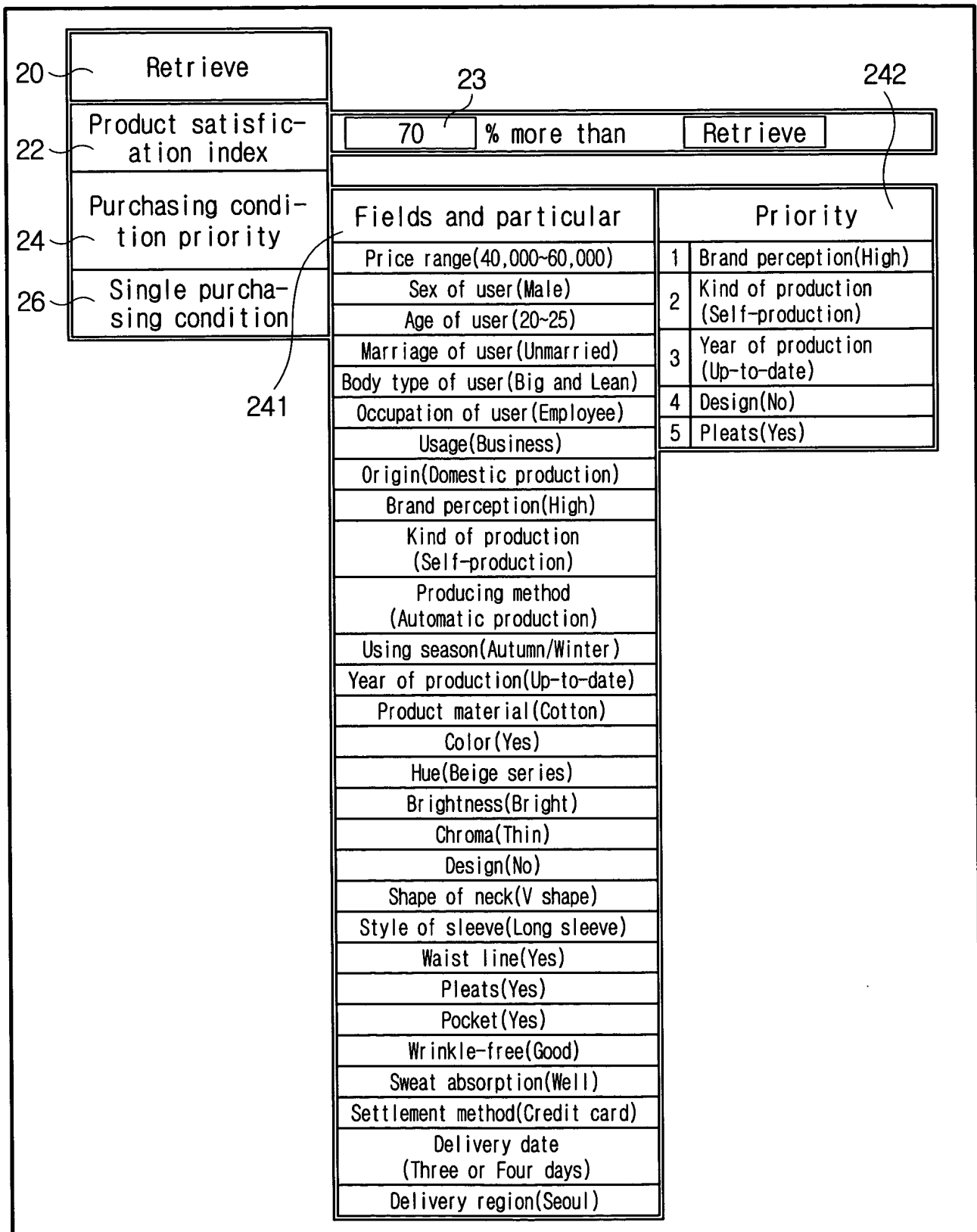


FIG. 14B

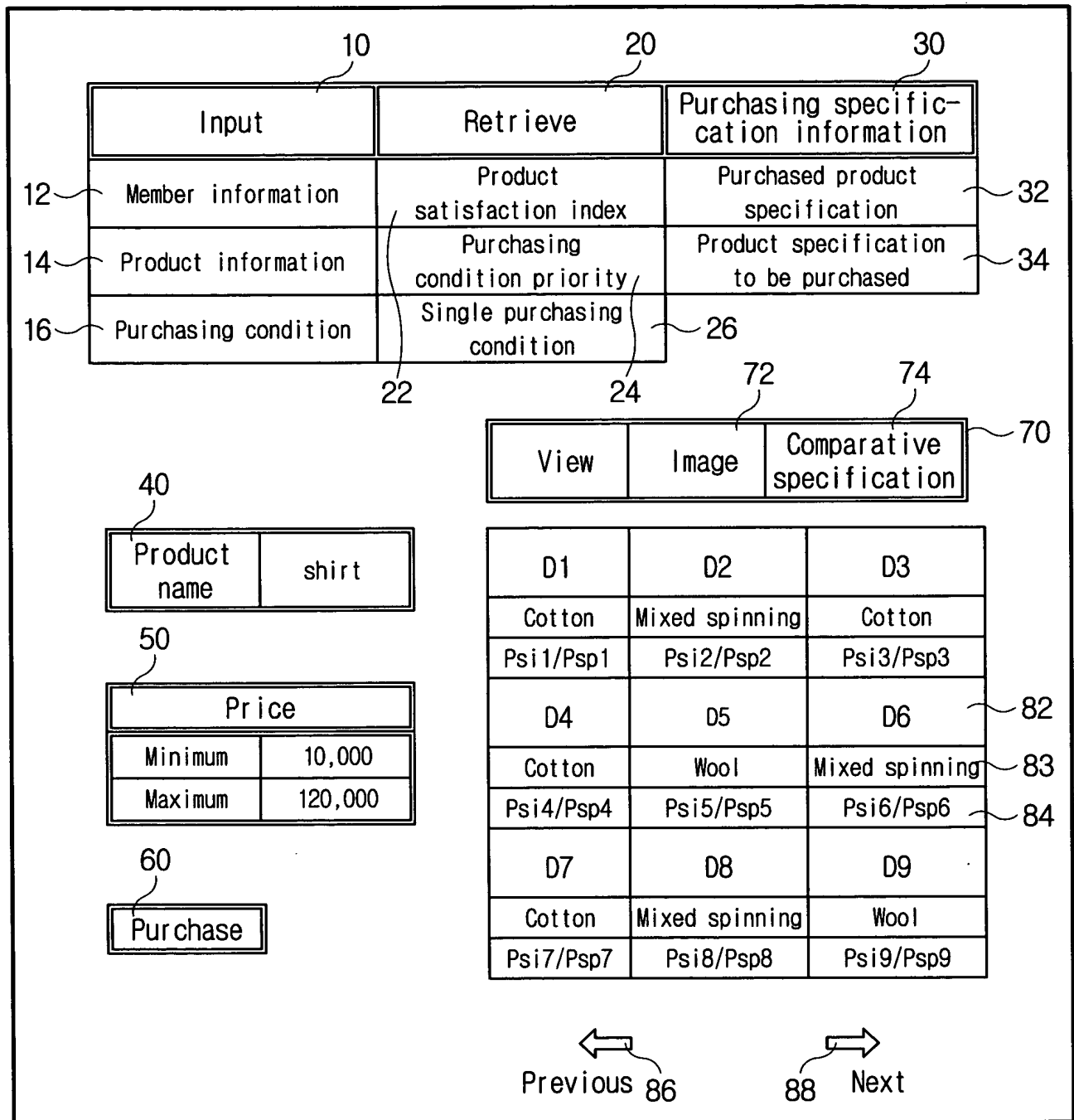


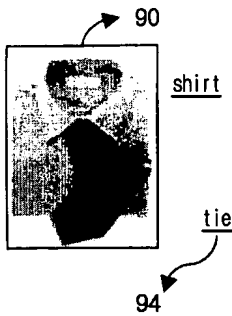
FIG. 15A

No.	product model name	company name	product satisfaction index	product dissatisfaction index	selling price	sale satisfaction price	product dissatisfaction factors
1	A3589	Gemsung	93.7	6.3	55,000	51,500	brand perception
2	C5896	Kornong	91.9	8.1	53,000	48,700	product material, pocket
3	D2879	Star	88.7	11.3	53,000	47,000	brand perception, color
4	E5569	Gucci	87.9	12.1	54,000	47,400	origin, brightness
5	C7788	Heyin	87.9	12.1	52,000	45,700	producing method, brightness
6	A1012	Nari	84.8	15.2	45,000	38,100	origin, hue, brightness
7	B3879	Jane	81.8	18.2	48,000	39,200	brand perception, product material
8	F6897	Hyensang	78.8	21.2	44,000	34,600	brand perception, hue, color, use
9	A2251	Juhyun	75.8	24.2	43,000	32,500	brand perception, origin, hue, color
10	G5879	Yujin	72.7	27.3	42,000	30,500	producing method, hue, brightness, color

FIG. 15B

No.	product model name	company name	product satisfaction index	product dissatisfaction index	selling price	sale satisfaction price	product dissatisfaction factors
2	C5896	Kornong	91.9	8.1	53,000	48,700	product material, pocket
4	E5569	Gucci	87.9	12.1	54,000	47,400	origin, brightness
5	C7788	Heyin	87.9	12.1	52,000	45,700	producing method, brightness
6	A1012	Nari	84.8	15.2	45,000	38,100	origin, hue, brightness
10	G5879	Yujin	72.7	27.3	42,000	30,500	producing method, hue, brightness, color
1	A3589	Gemsung	93.7	6.3	55,000	51,500	brand perception
3	D2879	Star	88.7	11.3	53,000	47,000	brand perception, color
8	F6897	Hyensang	78.8	21.2	44,000	34,600	brand perception, hue, color, use
9	A2251	Juhyun	75.8	24.2	43,000	32,500	brand perception, origin, hue, color
7	B3879	Jane	81.8	18.2	48,000	39,200	brand perception, product material

FIG. 16



Basic purchasing conditions input sheet	
Product name	tie
set	unwanted [⊙] wanted [⊙] no relation [⊙]
size	<input type="text"/> won from <input type="text"/> won to <input type="text"/>
quantity of purchase	<input type="text"/> suit
user of product	the subject [⊙] the others [⊙] no relation [⊙]
Sex of user	male [⊙] female [⊙] ambisextrous [⊙] age of user <input type="text"/> to <input type="text"/> years old
body type of use	big and plump [⊙] big and lean [⊙] small and plump [⊙] small and lean [⊙] no relation [⊙]
feeling	practical [⊙] classic [⊙] comfortable [⊙] refine [⊙] elegance [⊙] simple [⊙] the others [⊙] no relation [⊙]
predominant item	quality [⊙] design [⊙] price [⊙] function/effect [⊙] brand [⊙] the others [⊙]

general retrieve

detailed retrieve

Detailed purchasing conditions input sheet	
origin	domestic production [⊙] foreign production [⊙] no relation [⊙]
brand perception	high [⊙] normal [⊙] low [⊙] no relation [⊙]
kind of production	self-production [⊙] custom production(domestic) [⊙] custom production(foreign) [⊙] the others no relation [⊙]
producing method	handmade [⊙] automatic production [⊙] combined product [⊙] the others [⊙] no relation [⊙]
Construction of set	products of same kind [⊙] suit [⊙] trousers [⊙] skirt [⊙] jumper [⊙] jacket [⊙] overcoat [⊙] shirt [⊙] cardigan [⊙] vest [⊙] knit [⊙] the others [⊙] no relation [⊙]
usage	business [⊙] sports/leisure [⊙] ordinary dress [⊙] travel [⊙] party [⊙] condolence [⊙] the others [⊙] no relation [⊙]
using season	all the year round [⊙] spring [⊙] summer [⊙] autumn [⊙] winter [⊙] spring/summer [⊙] spring/autumn [⊙] spring/winter [⊙] summer/autumn [⊙] summer/winter [⊙] autumn/winter [⊙] the others [⊙] no relation [⊙]
product material	wool [⊙] cotton [⊙] flax [⊙] silk [⊙] leather [⊙] mixed spinning [⊙] velvet [⊙] corduroy denim(jean) [⊙] chemical fiber [⊙] rayon [⊙] the others [⊙] no relation [⊙]
hue	white series [⊙] beige series [⊙] yellow series [⊙] red series [⊙] green series [⊙] blue series [⊙] violet series [⊙] brown series [⊙] gray series [⊙] black series [⊙] mixed [⊙] the others [⊙] no relation [⊙]
brightness	bright [⊙] average [⊙] dark [⊙] no relation [⊙]
chroma	thin [⊙] average [⊙] deep [⊙] no relation [⊙]
design	no [⊙] check [⊙] stripe [⊙] spot/drop [⊙] the others [⊙] no relation [⊙]
length of tie	long [⊙] medium [⊙] short [⊙] no relation [⊙]
width	wide [⊙] medium [⊙] narrow [⊙] no relation [⊙]
shape	pot [⊙] straight [⊙] ribbon [⊙] no relation [⊙]
year of production	up-to-date [⊙] less than 3 months [⊙] less than 6 months [⊙] less than one year [⊙] more than one year [⊙] the others [⊙] no relation [⊙]

Confirm

Correct

Cancel

FIG. 17

30	Purchasing specification information	321		
32	Purchased product specification			
34	Product specification to be purchased	No.	Product name	Price range
		1	Tie	50,000
		2	Dress shirt	25,000
		3	Shirt	20,000
		.	.	.
		.	.	.
		.	.	.
		n	Suit	200,000
				1999-10-17